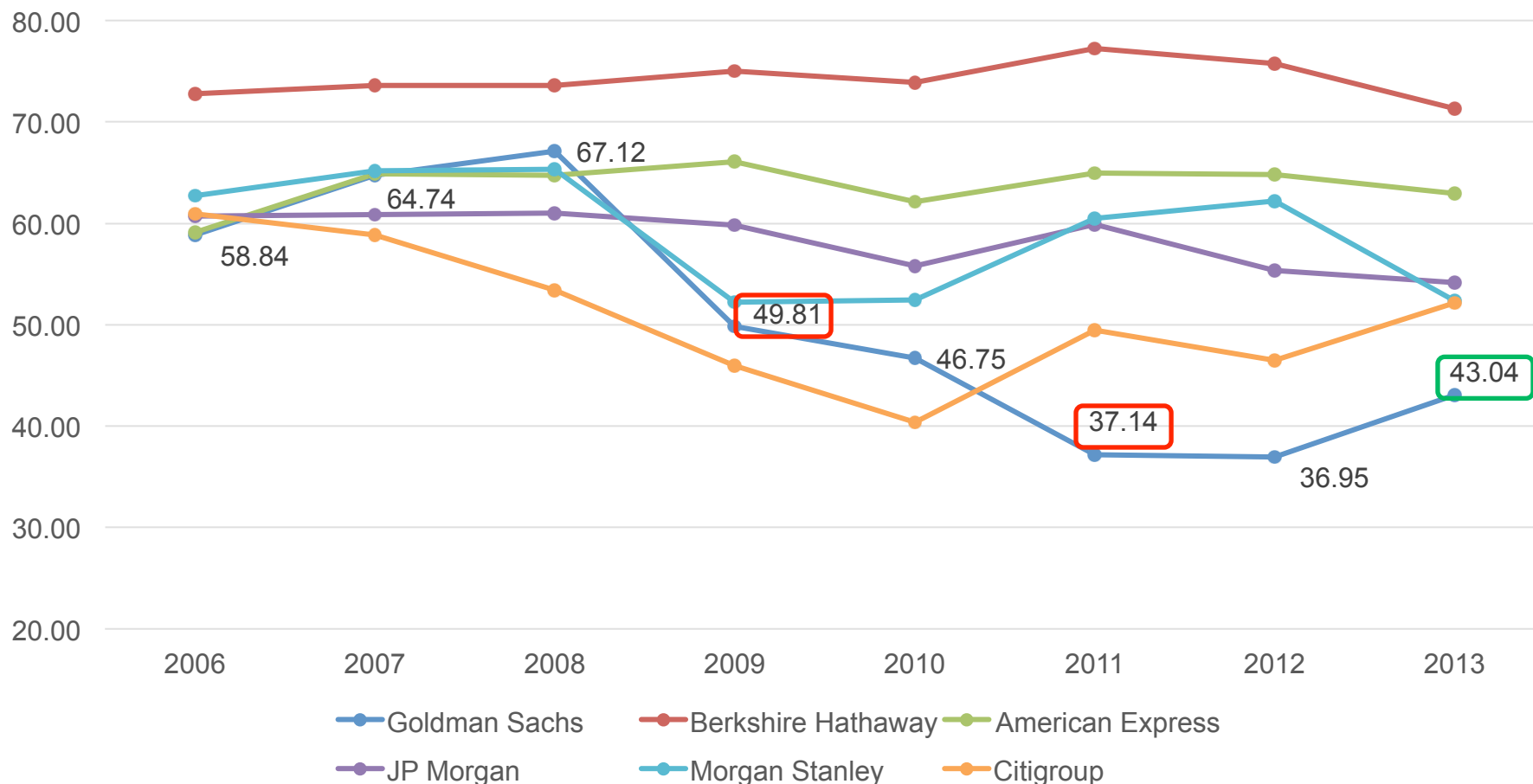


Goldman's Reputation – steep decline after 2008, with a slight uptick from 2012-13

Goldman Sachs US Reputation 2006–2013*



Statistically significant improvement from the previous year
Statistically significant decline from the previous year

Source: Reputation Institute's 2013 Most Reputable US Companies